

Daniella Escobar | UX/UI Designer

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 daniellaescobar.com

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WORK EXPERIENCE

UX Design Intern

Lumen Technologies

06/2022 - 08/2022

Broomfield, CO (Remote)

- Interpreted user data in Contentsquare and Adobe Analytics, recommending changes to product pages in weekly optimization meetings
- Evaluated Lumen's B2B Marketplace experiences through UserTesting and created action plans to implement test results
- Created team's first data-driven Competitor Analysis Master Deck for future projects
- Collaborated with team to provide solutions for product pages and presented wireframes to VP of Marketing

Lead iOS UX/UI Designer

App Team Carolina

08/2021 - present

Chapel Hill, NC

- Instructed a 12-week Design Academy for new members, taught the UX design process and guided them through their individual case studies
- Collaborated with designers, developers, and clients to create 2 iOS apps utilizing Apple's Human Interface Guidelines and an App Team Carolina design system
- Conducted UX research, created high fidelity prototypes, and conducted usability tests for a budgeting app and an iPad game for students with Cortical Visual Impairment

SKILLS

Design

Usability Testing
User Research
Wireframing
Prototyping
Accessibility
Responsive Design
System Design

Software

Figma
Adobe XD
UserTesting
Contentsquare
Adobe Analytics
HTML/CSS
JavaScript

CERTIFICATES

Google UX Design Professional Certificate, Coursera

Issued 01/2022

- Completed a rigorous training designed for entry-level job readiness
- 15 modules included topics such as: UX research, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD
- Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate

LEADERSHIP & COMMUNITY INVOLVEMENT

Website UI Designer

Computer Science & Social Good

08/2021 - present

Chapel Hill, NC

- Collaborated with developers to create websites for local businesses, expanding their reach and impact in the community
- Communicated with developers to finalize designs and improve client's current brand

Vice President of Scholarship

Delta Sigma Pi Professional Business Fraternity

08/2021 - 12/2021

Chapel Hill, NC

- Coordinated and managed academic and professional resources for 85 members
- Designed and advertised event marketing materials

EDUCATION

B.A. Media & Journalism; B.S. Information Science

University of North Carolina at Chapel Hill

08/2020 - present

GPA: 3.9